CHAPTER III
RESEARCH METHOD

An essential aspect of conducting research is the research method. In this chapter, the researcher would like to explain some points, namely: research design, research object, research instrument, data collection procedure, and data analysis.

3.1 Research Design

A research design is the overall strategy that the researcher uses to address the research problems. According to Morrel and Carrol (2010), there are principally two predominant types of research paradigms: quantitative and qualitative. A quantitative method is to deal with quantities or numerical data. This method tries to find out the answer of the question “what”. On the other hand, qualitative method is a method that concern about descriptive in nature. It tends to look for the answer of the question of “why” and “how”. Therefore, based on the aforementioned notions, the researcher will use qualitative design as a part of this research since it concerns on analyzing data in the form of words without numeral or statistical data.

Ary et al. (2010) state that there are several types of qualitative research which are commonly used: Basic Interpretative Studies, Case Studies, Document or Content Analysis, Ethnography, Grounded Theory, Historical Research, Narrative Inquiry, and Phenomenological Studies. Case study type is used in conducting this research. This type focuses on a single unit with a goal to describe
and understand the entity or case in detail. It is coherent with the aim of this research to analyze the derivation process of slang words in Instagram account of Slangcards and to investigate the most frequent type and its reason.

3.2 Research Object

The research object of this study is the slang words built by the derivation process which are posted by Instagram account of Slangcards. The slang words were taken from May to June 2018. These data were considered effective to be used as a period to collect the data because there were many slang words with derivation process during those months.

3.3 Research Instrument

The research instrument is a tool developed by the researcher to achieve their stated objectives when carrying out a research study. According to Ary et al. (2010), human investigator is the ultimate instrument utilized for data collection in qualitative research. In this study, the researcher herself is the primary instrument who collects and eventually analyzes the data. Furthermore, there are three other secondary research instruments that the researcher uses to support data collection in this study: (1) observation and, (2) document or artifact analysis.

3.3.1 Observation Note

Observation is an extremely useful tool for researchers to conduct research. According to Ary et al. (2010), qualitative observation depends on words or narrative to depict the behaviors, the
interactions, and the setting. The purpose is to comprehend complex interactions in natural settings. Through observation, the researcher could filter the proper data from Instagram account of Slangcards relate to the investigation.

According to Kumar (2011), there are two types of observation:

1. Participant Observation

   Participant observation is when you, as a researcher, take a part in the activities of the group observed in the same way as its members, with or without their conscious that they are being watched.

2. Non-Participant Observation

   The observation of non-participant is when you, as a researcher, are not involved within the group's activities, however, stay as a passive observer, listening and watching to its activities and design conclusions.

   The researcher used Non - Participant Observation in this study since the researcher only observed the timeline of Instagram account of Slangcards without any participation in the circumstance being observed. One of the observations done by the researcher was observing the timeline of Instagram account of Slangcards. The reason for this kind of observation was to encounter every posting from the account. The observation of the timeline was used to list every slang word during the data collection month.

   Another observation was done by reading the caption of each photo and video. While reading the caption and matching with the context from the photos and videos, the researcher took some notes to gather the data from it to know the
background and the original meaning of the slang words. The observation notes were used as information to determine the types of derivation process. For detailed observation notes, see appendix (1).

3.3.2 Document and Artifact

The term document refers to a wide range of physical, visual and written materials, including the term of artifacts (Ary et al., 2010). More broadly, the examination of records and documents is a subtle technique in qualitative research and can be carried out as a section of a study involving other forms of data collection or independently (Ary et al., 2010). This study used photos, videos and captions in Instagram account of Slangcards as the data source in documentary analysis.

3.3.3 Research Library

The researcher here also applied the library research method to obtain the valid data for this research. According to Hadi (as cited in Juliana, 2013) library research is a technique used to acquire book information that are appropriate to the topic being discussed. The researcher gathers theories from the library research method that can be used as a basis for consultation on the research data. Books and literature used in this research are related to morphological and sociolinguistic theories.
3.4 Data Collection Procedure

In collecting the data, the researcher used several steps:

1. The researcher followed the Instagram account of Slangcards to always have the latest update.
2. The researcher listed the slang words on Instagram account of Slangcards account from May to June 2018.
3. The slang words which are constructed by derivation were selected by the researcher.
4. The researcher classifies the selected slang words into derivation process type.
5. After analyzing the data, the researcher conducted the process of library research to find the appropriate theories or references in revealing the reasons behind the most type of derivation process used in Instagram account of Slangcards.

3.5 Data Analysis

Data analysis is important to understand the problems. “The analysis of qualitative research involves reducing and organizing the data, synthesizing, searching for significant patterns, and discovering what is important” (Ary et al., 2010). As a consequence, it must be conducted accurately and specifically. Therefore, the purpose of this investigation was to analyze the derivation process of slang words in Instagram account of Slangcards. It focused on the slang words and their type of derivation process based on Francis Katamba theory. The data
obtained from the data source were analyzed in the three stages that the researcher described as follows:

3.5.1 Discovering the Types of Derivation Process

The researcher discovered the type of slang words constructed by derivation process after observing the Instagram account of Slangcards’s timeline.

<table>
<thead>
<tr>
<th>The Slang Words</th>
<th>Date and Time of Posting</th>
<th>The Meaning</th>
<th>Kind of Derivation Process</th>
</tr>
</thead>
</table>

Table 3.1

The Slang Words with Derivation Process

This table was used to answer the question number one in chapter 1 after slang words constructed by derivation process were found. The date and time column represented the exact time of the data found in the Instagram account of Slangcards. The slang words column represented the slang words found in Instagram account of Slangcards. The column of the meaning represented the interpretation of the slang word. The last column, the kind of derivation process, represented the word types in derivation process.

3.5.2 Discovering the Relevant Theories for the Data

After identifying the data found in the Instagram account of Slangcards, the researcher conducted a process of library research to obtain related information to the topic. Using some electronic books and journals, the researcher found the appropriate theories to answer the reason behind the choice of the most frequent type of derivation process of slang words found in Instagram account of Slangcards.
3.5.3 Drawing Conclusion Based on Data Analyzed

The final stage was drawing a conclusion on the basis of the data analyses. The researcher concluded the research problems. In this step, the researcher interpreted the final data report by visualizing the analyzed data with description and interpretation.